

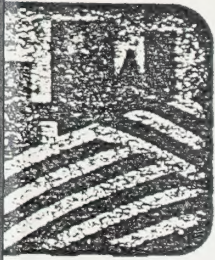
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1983 - 2nd Quarter

URBAN/MUNICIPAL

Hamilton-Wentworth Regional Municipality
Dept. of Economic Development.
Activity Report
1983, 2nd Quarter.



THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

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August 29, 1983

MEMORANDUM NO. 397

Refer to File No.

Attention of

Your File No.

TO: The Chairman and Members
Economic Development Committee

RE: 1983 Activity Report - Second Quarter Summary

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Respectfully submitted,

Saad A. Ghanem
Manager - Business Development

SAG:jw

(A) BUSINESS DEVELOPMENT REPORT

A.1 OVERVIEW

The Economy

After the deep recession of 1982 and the hesitant start of the recovery of 1983, it looks now that the economic recovery is on a sound basis. The construction and consumer goods sectors have been the driving forces behind the upswing spurred by declining interest rates. However, business investment is still lagging and an improvement in this sector is contingent on stable or declining interest rates. This is of great importance to many firms in Hamilton-Wentworth which are geared towards the capital goods sectors.

Unemployment in the Hamilton-Wentworth area declined from 15.7% at the end of March to 11.2% at the end of June. This was as a result of firms calling back laid-off employees. The 4.5% decrease translates into approximately 13,000 new or revitalized jobs. As a result of activity reported in the second quarter, which includes only those firms expanding or relocating in the Region, 587 new jobs have been created, compared to 121 new jobs in the first quarter of 1983. The Department was directly involved in at least one-third of the projects noted.

Local Activity

Department staff was involved in talks with firms throughout the Region with respect to Joint Ventures, Licenses and referral activity. The following table enumerates the types of business calls made to firms in the second quarter:

Professional Service Referrals	33
Real Estate Referrals	13
Product Referrals	12
Joint Ventures & Licenses	2
Total	<u>60</u>

A Federal grant under the Textile Revitalization Program was instrumental in the restructuring of Glendale Spinning Mills. New management is in place and 85 employees have been retained. The old company went into receivership and two new firms were created under the names Glendale Spinning 1982 and Glendale Woolens. Staff are working with these companies to assist in securing export markets.

Toronto Heel, a division of DiMarcantonio Industries, is consolidating its operations in Hamilton. A new 80,000 square foot building is under construction on Centennial Parkway. Staff were instrumental in clarifying the zoning by-laws to facilitate construction. A provincial grant to assist in the purchase of capital equipment was offered to the firm.

National Steel Car has been the recipient of two new contracts. CN Rail has ordered the repair and refurbishing of 150 tri-level automotive carriers and the grain handling contract will mean the fabrication of 483 grain handling cars. In total the \$35,000,000 contracts will mean over 600 employees will be recalled.

It can now be reported that the firm Balloon Man of Canada, which left Hamilton-Wentworth four years ago has returned. The President of the firm states that our location provides good transportation access, raw material sources and market proximity, all of which were missing in the other location 60 miles northeast of Toronto.

A.2 NEW INQUIRIES FOR PLANT RELOCATION (1983 2ND QUARTER): **

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	49	33	97	109	223	253	13.45
2. Apr. - May - June	63	40	65	131	185	134	-27.57
3. July - Aug. - Sept.	68	59	141	159	52		
4. Oct. - Nov. - Dec.	<u>32</u>	<u>86</u>	<u>45</u>	<u>90</u>	<u>176</u>		
TOTAL	212	218	348	489	636	387	-5.15

* Percentage change with respect to same period of the previous year

** Records are kept with respect to the origination of each lead in order to review the cost effectiveness of our marketing and media programs. These programs are reviewed and adjusted semi-annually.

The reasons for the drop in plant location inquiries are two-fold. First, many firms are not considering relocation or expansion because of a general uncertainty as to the direction of interest rates and the degree and duration of the economic recovery. Secondly, the appointment of the Region's public relations firm had not been confirmed until late in the first half of this year. As a result, our advertising program could not be fulfilled. New promotional efforts are being prepared and some are already underway.

A.3 FIRMS PLACED AT NEW ADDRESS (1983 2ND QUARTER): **

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	28	20	38	32	22	24	9.09
2. Apr. - May - June	34	34	38	34	25	19	-31.58
3. July - Aug. - Sept.	33	38	41	182	23		
4. Oct. - Nov. - Dec.	<u>31</u>	<u>49</u>	<u>42</u>	<u>30</u>	<u>21</u>		
TOTAL	126	141	159	278	91	43	-9.30

* Percentage Change with Respect to Same Period of the Previous Year.

** The department records information on new and expanded industries. Such information is obtained from real estate brokers, banks, lawyers, accountants and developers as well as the department's own location service activities with new or expanded industries.

To date, the department has been directly involved in at least 38% of the cases referred to above.

The drop in the number of firms placed is a reflection of the effects of the recession period. However, staff feels that as there are strong indications for stabilization, hopefully followed by definite improvement.

A.4 COMPANY INQUIRIES STILL OUTSTANDING (1983 2ND QUARTER):

	<u>1981</u>	<u>1982</u>	<u>1983</u>
1. January - February - March	3	90	229
2. April - May - June	37	163	130
3. July - August - September	22	46	
4. October - November - December	<u>56</u>	<u>66</u>	<u> </u>
TOTAL	118	365	359

TOTAL OUTSTANDING: 842

Inquiries are considered outstanding as long as the company demonstrates continuing interest in expansion or relocation. In some cases, the finding of a suitable property meeting all the company's requirements (rail, cranes, size, services, etc.) can take several years. This Department maintains records of the company's needs and when a property comes on the market, it is matched to the company's requirements. Client's plans are also subject to continuous change reflecting the company's feel for the market.

The corresponding confidential inquiry sheets are continuously updated as a result of systematic follow up process.

A.5 COMPANY INQUIRIES WITHDRAWN (1983 2ND QUARTER):

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
1. January - February - March	11	25	32	61	46
2. April - May - June	16	16	8	16	5
3. July - August - September	20	13	15	50	
4. October - November - December	<u>14</u>	<u>20</u>	<u>7</u>	<u>4</u>	<u> </u>
TOTAL	61	74	62	131	51

Interpretation

The above are inquiries that have been withdrawn for such reasons as the following:

	<u>1983 YR.D</u>
1. Decided To Expand On Their Existing Property	--
2. Were Unable To Raise Additional Financing	5
3. Renewed Lease On Existing Facilities	--
4. Looked Here But Went Elsewhere	15
5. Proposed New Business That Failed To Materialize	15
6. Abandoned Development Due To Economic Conditions	<u>16</u>
TOTAL	51

These classifications were established as a result of individual contacts and relevant notes are entered on the Confidential Inquiry Sheets.

A.6 COMPANIES LOST (1983 2ND QUARTER):

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
1. January - February - March	2	2	3	1	1
2. April - May - June	1	0	1	2	4
3. July - August - September	0	1	0	1	
4. October - November - December	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u> </u>
TOTAL	5	4	4	4	5

This is another indication of the recession adverse effect on the economic activities in the Region. This report is not complete or exhaustive as we are only reporting the outstanding cases which come to our attention.

1983 (2ND QUARTER CUMULATIVE):

<u>COMPANY</u>		<u>FROM</u>	<u>TO</u>	<u>EMPLOYEES</u>
Royal Mattress	(Q1)	Hamilton	Burlington	40
Consolidated Bathurst	(Q2)	Hamilton	Closed	180
Flavorite Poultry	(Q2)	Hamilton	Kitchener	160
Arrow Shirts	(Q2)	Hamilton	Closed	150
H. & R. Johnson	(Q2)	Hamilton	Closed	<u>40</u>
TOTAL				570

Every effort was made by the Committee members and department staff to save these companies and/or minimize the effect, and in some cases, discover transfer or re-employment opportunities. The process involved Federal, Provincial and Regional elected members and senior staff from the departments concerned.

A.7 FIRMS OR BRANCHES NEW TO THE REGION (1983 2ND QUARTER CUMULATIVE): **

	<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$*</u>	
				1) Business	2) Realty
				3) <u>Total</u>	
1.	Apogee Photo Ltd. 1090 Barton St. E. Hamilton, Ont (Q2)	Photography store (Retail)	5	1) N/A 2) N/A 3) <u>N/A</u>	
2.	The Barn 357 Hwy #8 Stoney Creek, Ont (Q1)	Produce (Commercial)	N/A	1) 2,160 2) 3,600 3) <u>5,760</u>	
3.	Cochrane-Dunlop 419-423 Seaman Avenue Stoney Creek, Ont (Q1)	Industrial Distribution (Commercial)	15	1) 5,573 2) 9,288 3) <u>14,861</u>	
4.	Cutters Art Glass 262 King St. W. Hamilton, Ont (Q2)	Craft Shop (Retail, Manufacturing)	2	1) 360 2) 600 3) <u>960</u>	
5.	Data Tech Systems Ltd. 160 Centennial Pkwy Hamilton, Ont (Q1)	Computer Systems (Service)	1	1) 288 2) -- 3) <u>288</u>	
6.	Electronic Supplies Inc. 351 Nash Road Hamilton, Ont (Q1)	Electronic Supplies (Commercial)	2	1) 540 2) -- 3) <u>540</u>	
7.	Howie Carr Amusements 33 Aikman Avenue Hamilton, Ont (Q1)	Sales/Service-Amusements (Commercial)	13	1) 6,660 2) 11,100 3) <u>17,760</u>	
8.	Mowat Ltd. 574 Dundas St. W. Waterdown, Ont (Q1)	Delivery/Warehousing (Commercial)	38	1) 7,200 2) 12,000 3) <u>19,200</u>	
9.	Pioneer International 285 Nash Road North Hamilton, Ont (Q1)	Balloons (Manufacturing)	34	1) 5,432 2) 9,054 3) <u>14,486</u>	
10.	Quick-Bin Products 2343 Barton St. E. Hamilton, Ont (Q2)	Portable storage bins (Manufacturing)	N/A	1) N/A 2) N/A 3) <u>N/A</u>	

11.	Ross' Reefer Services #2 - 333 Kenora Ave. N. Hamilton, Ont (Q2)	Truck Refrigeration (Commercial)	4	1) 900 2) 1,500 3) <u>2,400</u>
12.	Royal Security Systems 789 Woodward Ave. N. Hamilton, Ont (Q2)	Security Systems (Service)	50	1) 1,440 2) 2,400 3) <u>3,840</u>
13.	Steel City Surplus 212 King William Street Hamilton, Ont (Q1)	Tools & Machinery (Commercial)	4	1) 2,340 2) -- 3) <u>2,340</u>
14.	Tech-Wiser Design & Mfg. 428 Millen Road Stoney Creek, Ont (Q2)	Custom Manufacturing (Manufacturing)	8	1) 900 2) -- 3) <u>900</u>
15.	Whakatane Holdings Ltd. 428 Millen Rd, #16 & 17 Stoney Creek, Ont (Q2)	Scrap plastic (Manufacturing)	17	1) -- 2) 10,000 3) <u>10,000</u>
16.	White Oaks Transport Co. 36 Morley Avenue Hamilton, Ont (Q2)	Trucking (Commercial)	22	1) 3,960 2) -- 3) <u>3,960</u>
	TOTAL NEW BUSINESS TAXES		215	1) 37,753
	TOTAL NEW REALTY TAXES			2) <u>60,342</u>
	TOTAL NEW TAXES			3) 98,095

* New taxes shown above reflect only those taxes applicable to activity generated within the current quarter.

** The department records the impact of a new business locating in existing premises by indicating new job creation as well as business taxes and realty taxes where increased assessment occurs.

To date, the department has not been able to come up with a statistically reliable method of reporting bankruptcies and job loss thereto.

A.8 FIRMS NEWLY FORMED (1983 2ND QUARTER CUMULATIVE): **

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$*</u>
			1) Business 2) Realty 3) <u>Total</u>
1. Glendale Spinning (1983) 200 Glendale Avenue Hamilton, Ont. (Q2)	Spinning Mill (Manufacturing)	50	1) 15,120 2) 25,200 3) <u>40,320</u>
2. Glendale Woolens 200 Glendale Avenue Hamilton, Ont. (Q2)	Knitting Mill (Manufacturing)	35	1) 10,080 2) 16,800 3) <u>26,880</u>
3. Multilingual Mgt. Consl. 173 Broadleaf Crescent Ancaster, Ont (Q1)	Management Consultants (Service)	2	1) N/A 2) N/A 3) <u>N/A</u>
4. Photography by Schofield 102, 200 Gage Ave. S. Hamilton, Ont (Q1)	Commercial Photography (Service)	2	1) 360 2) -- 3) <u>360</u>
5. Women's World Fitness 99 Highway #8 Stoney Creek, Ont (Q1)	Fitness Club (Service)	10	1) 1,800 2) 3,000 3) <u>4,800</u>
TOTAL NEW BUSINESS TAXES		14	1) 27,360
TOTAL NEW REALTY TAXES			2) <u>45,000</u>
TOTAL NEW TAXES			3) <u>72,360</u>

* New taxes shown above reflect only those taxes applicable to activity generated within the current quarter.

** The department records the impact of a new business locating in existing premises by indicating new job creation as well as business taxes and realty taxes where increased assessment occurs.

Reliable statistics on bankruptcies and job losses are difficult to report inclusively, however Statistics Canada figures are shown in the attached schedule.

A.9 INTERNAL MOVES (1983 2ND QUARTER CUMULATIVE):

<u>COMPANY</u>		<u>PRODUCTS</u>	<u>EMPLOYEES</u>	<u>TAXES \$*</u>	
				1)Business	
				2)Realty	
				3) <u>Total</u>	
1.	Binns Insurance Ltd. 105 Main Street East Hamilton, Ont (Q1)	Insurance (Service)	7	1) N/A 2) N/A 3) <u>N/A</u>	
2.	Body Positive Fitness 134 Jackson St. E. Hamilton, Ont (Q1)	Fitness Club (Service)	3	1) 950 2) <u>1,584</u> 3) <u>2,534</u>	
3.	Canadian Signet Box 6297, 709 Main St. W. Hamilton, Ont (Q1)	Embossed displays (Manufacturing)	3	1) 3,600 2) <u>--</u> 3) <u>3,600</u>	
4.	D.M. Hardware 50 Sanford Ave. N. Hamilton, Ont (Q1)	Architectural Hardware (Commercial)	8	1) N/A 2) <u>N/A</u> 3) <u>N/A</u>	
5.	Da-Lee Excavating 350 Jones Rd, Box 14 Stoney Creek, Ont (Q1)	Excavations/Rentals (Commercial)	6	1) 2,592 2) <u>4,320</u> 3) <u>6,912</u>	
6.	Dan's Electric Motor Repairing & Rewind 436 Beach Road Hamilton, Ont (Q2)	Electric Repairs (Commercial)	4	1) 796 2) <u>1,327</u> 3) <u>2,123</u>	
7.	Dial Delivery Services 247 Young Street Hamilton, Ont (Q1)	Parcel Delivery	7	1) 1,440 2) <u>--</u> 3) <u>1,440</u>	
8.	Philip Doyle Ltd. 75 Covington Street Hamilton, Ont (Q1)	Electrical Controls (Manufacturing)	40	1) 5,400 2) <u>9,000</u> 3) <u>14,400</u>	
9.	Eastern Sandblasting 297 Fifty Road Winona, Ont (Q1)	Steel Preparation (Commercial)	8	1) 5,400 2) <u>9,000</u> 3) <u>14,400</u>	
10.	Falcon Fabrications 232 South Service Road Stoney Creek, Ont (Q1)	Structural Steel (Manufacturing)	N/A	1) 3,960 2) <u>--</u> 3) <u>3,960</u>	

11.	Peter Gale Ltd. 353 Millen Road Stoney Creek, Ont (Q1)	Decorating (Commercial)	5	1)	900
				2)	--
				3)	<u>900</u>
12.	Lilo Products 24 Sanford Avenue Hamilton, Ont (Q1)	Paper Products (Commercial)	50	1)	N/A
				2)	N/A
				3)	<u>N/A</u>
13.	McGowan Insulations 522 James St. N. Hamilton, Ont (Q1)	Ind/Comm Insulations (Commercial)	13	1)	1,800
				2)	--
				3)	<u>1,800</u>
14.	T.J. Morris & Son 455 Barton St. E. Stoney Creek, Ont (Q1)	Printing House (Commercial)	7	1)	1,980
				2)	--
				3)	<u>1,980</u>
15.	National Painting & Dec. 220 Gage Avenue North Hamilton, Ont (Q2)	Contractors (Commercial)	N/A	1)	3,629
				2)	6,040
				3)	<u>9,669</u>
16.	Rapid Industrial Textile 621 Parkdale Ave. N. Hamilton, Ont (Q2)	Industrial clothing rentals (Service)	23	1)	7,560
				2)	12,600
				3)	<u>20,160</u>
17.	Westinghouse Canada Ltd. Standard Life Centre Hamilton, Ont (Q2)	Regional Office (Manufacturing)	N/A	1)	N/A
				2)	N/A
				3)	<u>N/A</u>
	TOTAL NEW BUSINESS TAXES		184	1)	28,022
	TOTAL NEW REALTY TAXES			2)	<u>23,904</u>
	TOTAL NEW TAXES			3)	51,926

* Taxes shown above reflect only those taxes applicable to activity generated within the current quarter. These are not necessarily new taxes and therefore are not considered in the summary

A.10 MAJOR EXPANSIONS-(OVER \$100,000.00) (1983 2ND QUARTER CUMULATIVE)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$*</u>		
			1) Business	2) Realty	3) <u>Total</u>
1. Camco Ltd. 175 Longwood Rd. S. Hamilton, Ont (Q2)	Appliances (Manufacturing)	350	1) 14,400	2) 24,000	3) <u>38,400</u>
2. Eaton-Yale Ltd. 686 Parkdale Ave. N. Hamilton, Ont (Q2)	Fasteners & Stampings (Manufacturing)	30	1) 7,920	2) 13,200	3) <u>21,120</u>
3. Hamilton Wire Products 304 Gage Ave. N. Hamilton, Ont (Q2)	Wire & mesh (Manufacturing)	5	1) 864	2) 1,440	3) <u>2,304</u>
4. Kenworth Truck Sales 505 Kenora Ave. N. Hamilton, Ont (Q2)	Parts & repairs (Commercial)	N/A	1) 3,060	2) --	3) <u>3,060</u>
5. Oakrun Farm Bakery 58 Carluke Rd. W. Ancaster, Ont (Q2)	Bakery products (Manufacturing)	5	1) 2,520	2) 4,200	3) <u>6,720</u>
6. Solid Machinery Hamilton 220 Hempstead Rd. Hamilton, Ont (Q2)	Building Materials (Commercial)	N/A	1) 1,646	2) 2,744	3) <u>4,390</u>
7. Staircase (Div Buchanan) 376 Mill Street Dundas, Ont (Q2)	Wood products (Manufacturing)	4	1) 720	2) 1,200	3) <u>1,920</u>
TOTAL NEW BUSINESS TAXES		394	1) 31,130	2) <u>46,784</u>	
TOTAL NEW REALTY TAXES					3) 77,914
TOTAL NEW TAXES					

* New taxes, shown above reflect only those taxes applicable to activity generated within the current quarter.

A.11 SUMMARY OF FIRMS PLACED (1983 2ND QUARTER):

Category	Number of Firms					New Employees					Approximate New Taxes (\$000)				
	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>T</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>T</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>T</u>
New to Region	8	8			16	107	108			215	75.2	22.8			98.0
Newly Formed	3	2			5	14	85			99	5.2	67.2			72.4
Internal Moves	13	4			17	- N/A -					- N/A -				
Spec. Const.	- NONE -					- NONE -					- NONE -				
Major Expan.	<u>0</u>	<u>7</u>	<u>—</u>	<u>—</u>	<u>7</u>	<u>0</u>	<u>394</u>	<u>—</u>	<u>—</u>	<u>394</u>	<u>0</u>	<u>77.9</u>	<u>—</u>	<u>—</u>	<u>77.9</u>
TOTAL	24	21			45	121	587			708	100.4	199.8			305.4

A.12 SUMMARY OF FIRMS PLACED BY MUNICIPALITY (1983 2ND QUARTER):

	<u>1ST QUARTER</u>	<u>2ND QUARTER</u>	<u>3RD QUARTER</u>	<u>4TH QUARTER</u>	<u>TOTAL</u>
Ancaster	1	1			2
Dundas	0	1			1
Flamborough	1				1
Glanbrook	0				0
Hamilton	14	17			31
Stoney Creek	<u>8</u>	<u>2</u>	<u>—</u>	<u>—</u>	<u>10</u>
TOTAL	24	21			45

A.13 DOLLAR VALUE OF BUILDING PERMITS
ISSUED BY QUARTER FOR 1983

	1981 TOTAL \$ VALUE	1982 TOTAL \$ VALUE	1983 TOTAL \$ VALUE	1983 IND. & COMM. VALUE	1982 IND. & COMM. %	1983 IND. & COMM. %
<u>ANCASTER</u>						
1st Quarter	1,558,700	1,764,300	3,270,400	147,500	N/A	4.51
2nd Quarter	4,820,944	4,102,050	9,313,795	93,400	.54	1.00
3rd Quarter	3,031,670	1,120,800			10.44	
4th Quarter	1,710,970	2,092,850			2.24	
	11,122,284	9,080,000	12,584,195	240,900	2.05	1.91
<u>DUNDAS</u>						
1st Quarter	990,873	458,437	572,490	14,800	4.52	2.59
2nd Quarter	1,727,698	1,833,044	2,602,542	134,015	49.74	5.15
3rd Quarter	1,226,454	3,038,471			3.13	
4th Quarter	832,029	858,138			N/A	
	4,777,054	6,896,609	3,175,032	148,815	14.90	4.68
<u>FLAMBOROUGH</u>						
1st Quarter	1,612,462	717,475	2,807,542	64,000	36.48	2.28
2nd Quarter	5,003,030	2,422,318	5,049,565	168,440	5.91	3.34
3rd Quarter	2,300,694	2,125,040			20.42	
4th Quarter	1,921,150	3,089,472			3.98	
	10,837,336	8,354,305	7,857,107	232,440	11.51	2.95
<u>GLANBROOK</u>						
1st Quarter	403,400	201,575	250,000	47,000	N/A	18.80
2nd Quarter	684,180	1,179,500	1,568,000	16,000	10.00	1.02
3rd Quarter	393,250	575,000			7.22	
4th Quarter	430,800	10,527,000			95.00	
	1,911,630	12,483,075	1,818,000	63,000	81.39	3.47

DOLLAR VALUE OF BUILDING PERMITS
ISSUED BY QUARTER FOR 1983 (Cont'd.)

	<u>1981 TOTAL \$ VALUE</u>	<u>1982 TOTAL \$ VALUE</u>	<u>1983 TOTAL \$ VALUE</u>	<u>1983 IND. & COMM. VALUE</u>	<u>1982 IND. & COMM. %</u>	<u>1983 IND. & COMM. %</u>
<u>HAMILTON</u>						
1st Quarter	25,353,105	25,118,637	6,967,302	3,635,835	76.42	52.18
2nd Quarter	33,408,938	27,128,808	28,561,220	6,051,462	58.09	21.19
3rd Quarter	27,744,565	26,664,222			50.19	
4th Quarter	<u>26,226,719</u>	<u>15,833,364</u>			<u>21.32</u>	
	112,733,327	94,744,031	35,528,522	9,687,297	54.58	27.27
<u>STONEY CREEK</u>						
1st Quarter	3,979,900	2,312,150	8,624,700	70,400	4.32	.82
2nd Quarter	14,911,950	5,949,500	10,106,225	385,800	11.82	3.82
3rd Quarter	6,630,850	4,070,600			6.12	
4th Quarter	<u>7,601,790</u>	<u>4,684,225</u>			<u>.46</u>	
	33,132,990	17,016,475	18,730,925	456,200	3.97	.44
<u>REGIONAL TOTALS</u>						
1st Quarter	33,898,440	30,572,574	22,492,434	3,979,535	64.04	17.69
2nd Quarter	60,556,740	42,615,220	57,201,347	6,849,117	41.43	11.97
3rd Quarter	41,327,483	37,594,133			38.09	
4th Quarter	<u>35,884,268</u>	<u>147,574,495</u>			<u>9.19</u>	
	200,143,831	249,356,422	79,693,781	10,828,652	26.12	13.59

(B) CONVENTIONS AND TOURISM

CONVENTIONS

Summary of Conventions/Conferences for the period April - June, 1983

Number of Conventions	56
Number of Delegate Days	64,287
Revenue Produced	\$ 5,785,830

Total Conventions/Conferences To Date - 1983

Number of Conventions	73
Number of Delegate Days	76,953
Revenue Produced	\$ 6,985,830

These figures do not include 13 Major Trade Shows and Annual Events held in the Region during this period.

Windsor Marketplace

On June 23, 1983, the Ontario Association of Convention Bureaux and the Ontario Ministry of Tourism and Recreation hosted a marketplace in Windsor for the decision makers of Michigan and Illinois Associations. The Royal Connaught Hotel, along with the Visitor and Convention Services participated in this marketplace which attracted 104 association executives. As this was the first co-operative effort to lure this market to Ontario it was considered to be a most successful exercise and will undoubtedly be repeated in 1984.

TOURISM

Registered Visitors

During the months of May and June 1983, 13,359 people visited our tourist information booths. Most of these registrations were at the Royal Botanical Gardens as this centre opened May 2, 1983 staffed by Lady Hamilton Club volunteers until June 18, 1983. Our other three tourist booths located at the African Lion Safari, City Hall and Nash Road North at Confederation Park opened June 18, 1983.

Tourism Canada Travel Show - April 12-14, 1983

Buffalo, Rochester and Syracuse, N.Y. Travel trade marketplace - over 2,000 travel agents, group leaders and tour operators attended the show.

Rendezvous Canada Familiarization Tour - May 6, 1983

Fourteen delegates who were attending Rendezvous Canada visited Hamilton-Wentworth on a familiarization tour.

Familiarization Tour for Niagara Falls Counsellors - May 1983

On May 9, 1983, seventeen Ontario Travel Counsellors from the Niagara Falls area visited us to acquaint themselves with attractions in Hamilton-Wentworth.

Mid-Town Shopping Mall, Rochester, N.Y. - June 2-4, 1983

This promotion was well attended, with over 2,000 brochures distributed. The Hamilton and Region Arts Council joined us in this shopping mall promotion. A giveaway "Win a Weekend in Hamilton-Wentworth" was held.

Festival Country Travel Show - June 17, 1983

Held at the Hamilton Convention Centre for group leaders and travel agents.

Brochure Distribution

This season, Hamilton-Wentworth brochures were displayed at shopping malls in London, Kitchener, Toronto, Kingston and Ottawa by the Tour Expo Company "Infomobil", under the theme "Holidays in 1983". Although the main purpose of this 8-week travelling show was the distribution of brochures, another added benefit was that the Infomobil staff were routing people through Hamilton-Wentworth on their way to a final destination.

Also, 25,000 Hamilton-Wentworth brochures were distributed by Brochures Unlimited to sites on Highway 401 east to the Quebec border and west to Windsor.

MOTORCOACH/TOURIST INFORMATION BOOTHS

Tourist Information Booths :

The four tourist information booths will be in operation until Labour Day, September 5, 1983. During the summer each tourist booth has been keeping an inventory of the brochures distributed. This inventory system was developed by the three Tour Market 83/85 positions. As you may recall these three positions began three weeks prior to actual tourist booth opening. All brochure inventory distributed during the summer is inputted in the office word processor. After the tourist information booths close this system will continue to be an ongoing program; for example brochure distribution from office via direct mailouts, brochure distribution at marketplaces will be input into this inventory system. At the end of the year the inventory system will give us a good idea of how many brochures the office actually distributed (it is estimated to be in excess of 1,000,000 pieces)

Familiarization Tours :

Familiarization Tours of our area will be taking place in the near future. Tentative arrangements have been made for September, 1983. Each bus company will bring upto 40 group leaders to our Region.

Upcoming Motorcoach Marketplaces:

Great Day! Tours - Group Leader Marketplace - October 22, 1983.
Blue Bird Coach Lines, Buffalo - October, 1983.
Lincoln Coach Lines, Pittsburgh - November, 1983.
D & F Transit, Buffalo - November, 1983.
NTA Convention, Houston - November, 1983.
ABA Convention, New Orleans - December, 1983.
Blue & White, Harrisburg, PA - December, 1983.

1983 guided Bus Tours :

As of May 31, 1983, our department has planned 35 tours for visiting groups and convention delegates.

Nordair Presentation - May 11, 1983

Went to Montreal, Wednesday, May 11, 1983 and did an audio visual presentation on Hamilton-Wentworth. Through the co-operation with Nordair two staff members were able to present Nordair staff with information on the Region.

Travel Writer :

Mr. Bill Porrier of Michigan Living (circulation 810,000) was with staff and Hamilton-Wentworth will be featured in the May issue which should generate extensive interest from residents of Michigan for this season and next, thanks to Wentworth Heritage Village, Dundurn Castle and the Pumphouse.

MOTORCOACH/TOURIST INFORMATION BOOTHS (cont'd)

Upcoming Marketplaces for 1983 :

London Free Press Travel Show - September 23-25, 1983 -

This is a consumer show held each year at the Western Fairgrounds in London. Last year 17,000 people attended this marketplace. Have found this show to be extremely worthwhile, with a great deal of interest in the Hamilton-Wentworth Region.

We will also be having Shopping Mall Presentations in Rochester and Buffalo as well as the kiosk in Eaton's Centre during the week of July 3-9, 1983.

The Ohio Homemakers Group of 48 people will be visiting Hamilton-Wentworth May 6-8, 1983. This is one of 28 Homemakers Chapters throughout Ontario.

Seventeen travel counsellors from the Niagara Falls Region were here Monday, May 9, 1983. A day had been planned to acquaint these people with all there is to do and see in Hamilton-Wentworth.

(C) WENTWORTH HERITAGE VILLAGE

Summary:

In its first public quarter in 1983, the Village officially opened two new buildings, and began a new season at a higher and more professional level than ever before.

1. Administration

1.1 Planning & Policy - During this quarter, the Village received approval from Regional Council and the Ministry of Citizenship and Culture of the Terms of Reference for its 20 year Master Planning Project, and submitted applications to the Upgrading and Equipment Programme of the National Museums of Canada and to Wintario, for planning grants.

1.2 Evaluation: Public Response - Attached is the cumulative Attendance and Sales Report to June 30, 1983 compared to June 30, 1982. It shows a net decline of 8% in total attendance compared to last year at this time; this is due to a 24% decrease in the number of general admission visitors and a 5% decrease in the number of visitors on tours despite a 7% increase in the number of tickets sold and a 9% increase in the number of tour groups visiting the Village. This tendency to smaller groups is reflected in the sharp decline in numbers of family tickets which is even greater than the very satisfying 143% increase in decals, which provide a year's pass.

1.3 Finances

Grant Revenues - Grant approvals to date for Wentworth Heritage Village are as follows:

Federal Grants approved in 1983, to 22 June 1983:

	<u>Amount</u>	<u>Jobs</u>	<u>Work Weeks</u>
National Museums of Canada, for upgrading Potts Building	\$19,500		
Canada Community Development Projects	48,568	4	208
Summer Canada Youth Employment Programme:			
(a) Community Stream (Children's Programme)	8,925	3	51
(b) Federal Stream (Cataloguing)	9,450	4	59

Provincial Grants approved in 1983, to 22 June 1983:

Wintario Capital, for upgrading Potts Building:	6,528
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cont ...

	<u>Amount</u>	<u>Jobs</u>	<u>Work Weeks</u>
Experience 83 Youth Employment Programme:			
(a) Ministry of Municipal Affairs & Housing (#1204)	1,708	1	12
(b) Ministry of Citizenship & Culture	2,391	2	24

Municipal

Regional Social Services LONAR Programme		3	24
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TOTALS TO JUNE 22, 1983:	<u>\$ 97,070</u>	<u>17</u>	<u>378</u>
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* Paid direct to grant workers: 50% of total \$18,901 project shared with Canadian Football Hall of Fame & Sports Museum.

2. Capital

2.1 Physical Facilities and Grounds

Construction - A major achievement of the quarter was the completion of the public areas of the Potts Building to a level adequate for the Official Opening of that important facility on May 1. On that same day we officially opened another addition to the Village, the Drive Shed behind the D'Aubigny Inn in which the Village stage coach is now displayed. Both buildings involved financial assistance from other sources, \$19,500 from National Museums and \$6,500 from Wintario for the Potts Building and a \$1,400 donation to the Drive Shed from the Canada West Society. Progress was also made on the addition to the Tea Room required to facilitate a liquor license application, but due to the postponed approval of the COED grant application, it was not possible to finish the addition and make the application in this quarter.

3. Programmes

3.1 Exhibits - The major accomplishment in this quarter was the opening on May 1 of "Hidden Treasures", a selection of previously unexhibited textiles and other artefacts, which immediately showed great potential of the new Potts Gallery. The Potts Building also displays the permanent exhibition of a mud block wall to demonstrate its construction and a model of the Potts Homestead as in the late 19th century. In May, the Potts Gallery hosted our first travelling exhibition, an Archaeology display circulated by Parks Canada, and in June we opened a Heritage Crafts exhibition featuring work of area craftsmen using traditional forms, methods, or materials. The other new display opened in this quarter is that of the stage coach and related artefacts in the new drive shed.

3.2 Volunteers - The Friends of the Village held two public meetings in this quarter, and continued to work closely with the Chief Interpreter, as well as in the Library and in cataloguing. An important addition was a volunteer printer and friends who helped with gardening. The Newsletter continued to appear monthly. Other volunteers from the Canada West Society and the Beverly Heritage Society participated in the special days shared with those organizations.

3.3 Publicity and Marketing - The three impressive new Village posters were displayed in Brewers Retail and L.C.B.O. stores in Hamilton, Burlington, and Kitchener-Waterloo throughout April. The Village joined the 'Discount 20' programme, renewed our listing in the Touchdex Hotel Phone Index and began offering Wintario 'Half-Back' discounts, first on books in the Gift Shop and then on tickets. We also participated in the founding of the Flamborough Chamber of Commerce. We issued eleven public service announcements and placed paid ads in newspapers, radio, Hamilton Magazine, the new Key to Hamilton-Wentworth tourist guide, and the Flamborough community services brochure, the back cover of Panorama, the Hamilton Chamber of Commerce Magazine featured a Village advertisement, and Stoney Creek Cable 10 telecast a 60 minute feature on the Village.

3.4 Special Events - For the first time the Village opened for the Easter Weekend, an auspicious christening of a Mountsberg baby in the church, and a delightful Easter egg hunt. Canada West Day was most successful and in addition, Beverly Heritage Day initiated a similar special event with the Beverly Heritage Society in May. The Hamilton Hunt Club enjoyed a ride on the Village trails, and the Rail Modellers Society hosted a picnic and special events, utilizing the Village live steam rail in June. The Museumobiles on Archaeology and Palaeontology from the Royal Ontario Museum visited the Village for the first time in June, followed by the initial visit of the Military Re-enactment Society of Canada, who provided an impressive demonstration of the 1813 Militia in uniform. Still another new venture was the Village's first sponsorship of an archaeological dig, on a site thought to be the earliest pottery in Hamilton.

WENTWORTH HERITAGE VILLAGE

Attendance and Sales Report to June 30, 1983
compared to June 30, 1982

	<u>To June 30/83 Actual</u>	<u>% of 83 Budget</u>	<u>To June 30/82 Actual</u>	<u>% of 82 Total</u>	<u>% +/- Actual 82/83</u>
No. days open	85		78		+ 8%
Rain days	23		21		+ 9%
<u>Ticket Sales</u>					
Adult	903		779		+ 15%
Student	118		93		+ 26%
Children	251		130		+ 93%
Seniors	247		246		--
Family	239		457		- 47%
Decal	141		58		+ 143%
TOTAL	1,899		1,763		+ 7%
Gen. Adm. Visitors	3,197		4,227		- 24%
<u>Tours</u>					
Adults & Seniors	1,900		1,750		+ 8%
Students	268		174		+ 54%
Children	5,500		6,201		- 11%
TOTAL	7,668		8,125		- 5%
No. of Tours	166		152		+ 9%
<u>Total Attendance</u>					
Adults & Seniors	4069		4906		- 17%
Student	420		309		+ 35%
Children	6376		7137		- 10%
Free Passes	1,365		1,153		+ 18%
Free Returns	320		189		+ 69%
TOTAL	12,550	33.8%	13,694	41.32%	- 8%
<u>Cash Receipts</u>					
Admissions	\$ 9,501.09	18.3%	\$ 7,993.50	22.95%	+ 19%
Tours	7,915.00	44.0%	6,542.75	49.96%	+ 20%
Gift Shop	10,274.42	30.2%	9,145.31	34.89%	+ 12%
Tea Room	6,945.73	15.4%	6,973.23	37.73%	-
General Store	5,332.95	31.4%	2,367.14	29.92%	+ 125%
Miscellaneous	25.00	2.5%	-	-	-
TOTAL	\$ 39,994.19	24.0%	\$ 33,021.93	32.66%	+ 21%
Adm. per Gen. Adm. Visitor	\$ 2.97		\$ 1.89		+ 57%
Revenue per Visitor	\$ 3.19		\$ 2.41		+ 32%

(D) THE HAMILTON MUSEUM OF STEAM AND TECHNOLOGY

Considerable progress has been made at the Museum towards the completion of Phase I. This phase includes the restoration of the interior of the Pump House, the conversion of the Boiler Room into a Display Hall, and the provision of visitor services.

The interior restoration of the Pump House has included during the last quarter, the cleaning and painting of the basement, and the cleaning and painting of the top floor and engine beams.

The Boiler House conversion has included the preparation of the old floor and the laying of a new concrete top, wall cleaning and the casting of support for the Gallery.

Extensive engine restoration has been undertaken by the two engineering students employed under the Federal Summer Canada programme. This restoration has included the cleaning of the engine condenser system and the steel bright work.

An Architectural Guide for visitors has been prepared, as well as an initial Schools Programme. This Education Kit will be sent out in August, along with the one from the Heritage Village.

Visitor numbers have reflected the pattern of the summer weather. Cool days are the best for Museum visits and on days such as this, and especially weekends, we notice an increase in attendance. Overall attendance since April 1st has been 2,070 and with an advertising programme now in place, is showing a gradual increase. The total is close to the anticipated halfway point for 1983.

The total grant revenue for the Museum has to this quarter, along with the work weeks provided, is set at below:

<u>Grant Services & Revenues</u>		
CO-ED (Federal/Provincial)	4 Workers/26 weeks	104 weeks work \$41,600.00
Summer Canada (Federal)	3 Workers/16 weeks	48 weeks work \$8,272.00
Experience '83 (Provincial)	1 Worker/7 weeks	7 weeks work \$1,328.00
O.C.S.P.	1 Worker/12 weeks	12 weeks work \$1,200.00
Total Weeks Work		171
Total Grant Revenue		\$52,400.00
Museum total operative budget		\$61,000.00
Allocation from General Levy		\$24,115.00

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